



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 08-15-2012 PAGE: 1 of 3

SRCP MEDIA - 22066
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 395757	Contract Dt 08-15-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA					
Agency Est# 11 15 196			CMS # 241347	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 08-16-2012	End Date 08-20-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 241347				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 196																
1	08-16-2012	08-17-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			10	30				2	2			4	850	4	3,400.00
2	08-20-2012	08-20-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			10	30	2							2	850	2	1,700.00
3	08-16-2012	08-17-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			10	30				2	2			4	1,600	4	6,400.00
4	08-20-2012	08-20-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			10	30	2							2	1,600	2	3,200.00
5	08-16-2012	08-17-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			10	30				2	2			4	1,600	4	6,400.00
6	08-20-2012	08-20-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			10	30	2							2	1,600	2	3,200.00
7	08-18-2012	08-19-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)			10	30						1	1	2	1,200	2	2,400.00
8	08-18-2012	08-18-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)			10	30						3		3	600	3	1,800.00
9	08-19-2012	08-19-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)			10	30							1	1	400	1	400.00
10	08-19-2012	08-19-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)			10	30							2	2	500	2	1,000.00
11	08-18-2012	08-18-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)			10	30						1		1	1,250	1	1,250.00
12	08-19-2012	08-19-2012	09:00AM - 10:30AM	WEEKEND NWS 9-1030A SU (7057)			10	30							2	2	800	2	1,600.00
13	08-19-2012	08-19-2012	11:30AM - 12:00PM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7			10	30							1	1	500	1	500.00
14	08-19-2012	08-19-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)			10	30							2	2	550	2	1,100.00
15	08-16-2012	08-17-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)			10	30				2	2			4	700	4	2,800.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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16	08-20-2012	08-20-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				10	30	2							2	700	2	1,400.00
17	08-16-2012	08-17-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				10	30				1	1			2	1,200	2	2,400.00
18	08-20-2012	08-20-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				10	30	1							1	1,200	1	1,200.00
19	08-16-2012	08-17-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30				1	1			2	1,200	2	2,400.00
20	08-20-2012	08-20-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30	1							1	1,200	1	1,200.00
21	08-16-2012	08-17-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				10	30				1	1			2	1,100	2	2,200.00
22	08-20-2012	08-20-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				10	30	1							1	1,100	1	1,100.00
23	08-16-2012	08-17-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				10	30				1	1			2	1,100	2	2,200.00
24	08-20-2012	08-20-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				10	30	1							1	1,100	1	1,100.00
25	08-16-2012	08-17-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30				1	1			2	1,800	2	3,600.00
26	08-20-2012	08-20-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30	1							1	1,800	1	1,800.00
27	08-16-2012	08-17-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30				1	1			2	2,800	2	5,600.00
28	08-20-2012	08-20-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30	1							1	2,800	1	2,800.00
29	08-18-2012	08-19-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)				10	30						1	1	2	1,400	2	2,800.00
30	08-16-2012	08-17-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				10	30				1	1			2	2,500	2	5,000.00

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Agency CPE: C : 11 P : 15 E : 196																	
31	08-20-2012	08-20-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	10	30	1							1	2,500	1	2,500.00
32	08-16-2012	08-19-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30				1	1	1	1	4	3,500	4	14,000.00
33	08-20-2012	08-20-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30	1							1	3,500	1	3,500.00
34	08-16-2012	08-17-2012	11:35PM - 12:02AM	LF NIGHTLINE (6970)	10	30				1	1			2	1,400	2	2,800.00
35	08-20-2012	08-20-2012	11:35PM - 12:02AM	LF NIGHTLINE (6970)	10	30	1							1	1,400	1	1,400.00
														Contracted Gross Total:		69	98,150.00
														Actual Gross Total:		69	98,150.00
														Agency Commission:			14,722.50
														Net Total:			83,427.50
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Aug 12		0.00		0.00		98,150.00		0.00						98,150.00			
TOTAL		0.00		0.00		98,150.00		0.00						98,150.00			

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